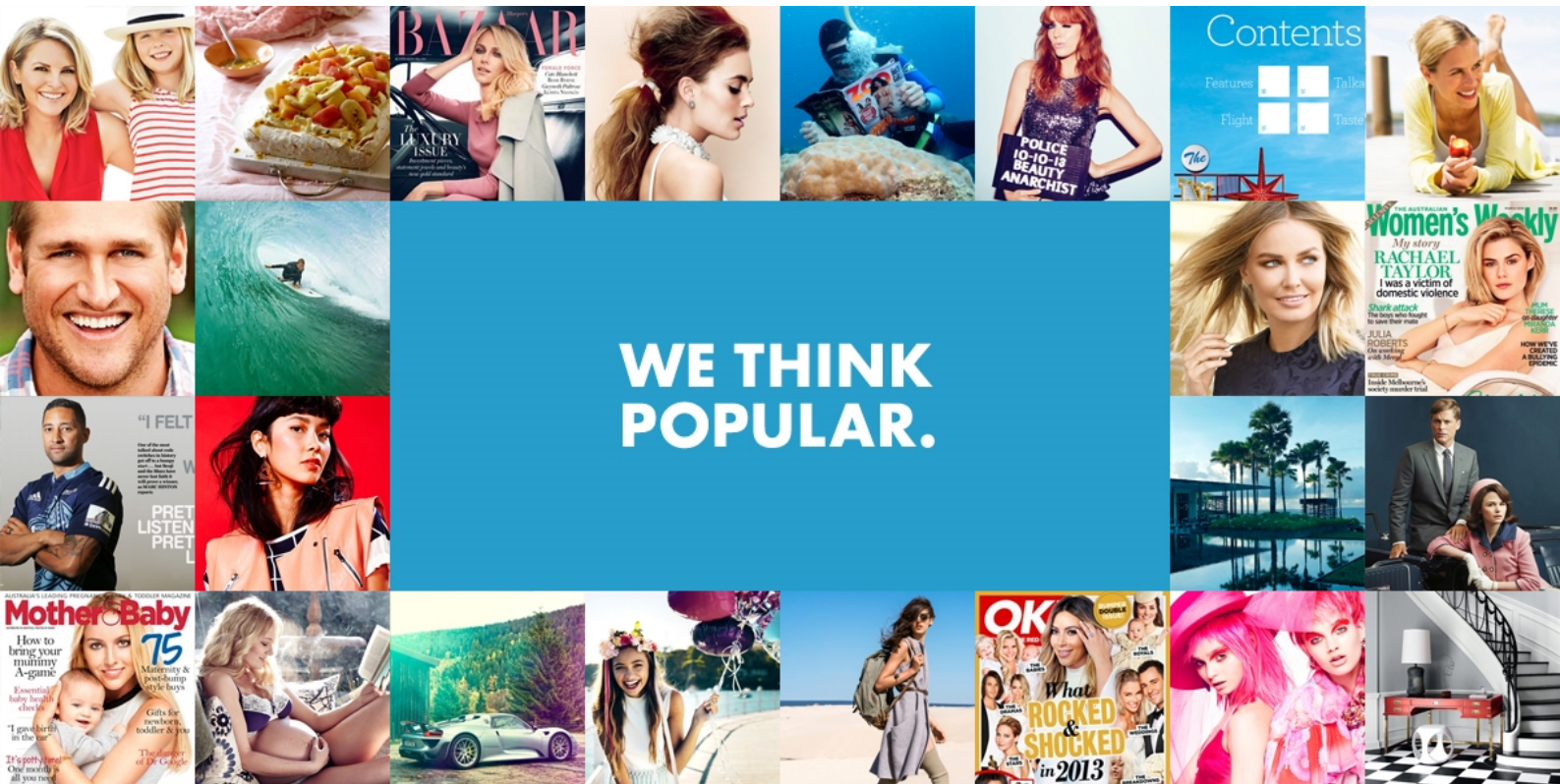




MEDIA GROUP



# Media Kit

January 2018

**WE THINK POPULAR.**

Ratecard

	Casual	Level 1	Level 2	Level 3	Level 4	Level 5
Four Colour						
Full Page	5950	5950	5950	5950	5950	5950
DPSC	10000					
Half Page	3800					
Third Page	2600					
Covers						
Inside Front Cover	12000					
Outside Back Cover	6800					

Specifications

	Bleed (h x w)	Trim (h x w)	Type (h x w)
Insertions			
Full Page	285 x 220mm	275 x 210mm	250 x 180mm
Double Page Spread	285 x 220mm	275 x 210mm	250 x 180mm
Half Page Vertical	285 x 115mm	275 x 105mm	250 x 90mm
Half Page Horizontal	148 x 220mm	138 x 210mm	125 x 180mm
Third Page Vertical	285 x 78mm	275 x 68mm	250 x 60mm

Readership

	000's
All People	
All People	189,000

Women

Age
30-64

Average Age

All People
44y

Location

Metropolitan
57%

Shoppers

Household Shoppers
80%

Demographic

Hardworking Families
59% have Children 0-17 in the household

## Contacts

First Name	Last Name	Position	Phone Number	Email Address
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